

FOR IMMEDIATE RELEASE

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**THE HERMOSA INN – 35 UNIQUE GUEST ROOMS STEEPED IN
ARIZONA HISTORY AND MODERN LUXURY**

Scottsdale, AZ — (June 2004) — With 35 guest room accommodations, each uniquely designed, The Hermosa satisfies the demands of guests seeking resort amenities in an intimate, boutique setting. An authentic sense of Arizona's colorful history pervades the Inn, yet guests are offered the modern luxuries they would expect from a member of the distinguished Historic Hotels of America.

"The fact that each of our rooms is individually decorated is a big draw. Guests enjoy knowing that each room has been designed with luxury, comfort and a nod to our authentic Arizona heritage. It's another one of the things that makes staying at a small, historic property so special," says General Manager, Michael P. Gildersleeve.

Today, technology, luxury and comfort have been skillfully integrated into the historic ambiance of the guestrooms. All offer high-speed Internet access (also provided in meeting rooms), high definition flat screen televisions, CD players, beehive fireplaces (in most rooms), evening turndown, complimentary coffee in-room, plush bathrobes, room service from the celebrated LON's *at the hermosa* restaurant, and a bountiful full continental breakfast buffet daily which is included in the room rate.

One of the rooms most frequently requested is Casita #147, which according to Gildersleeve, is one of the original rooms built and lived in by famed cowboy artist, Lon Megargee, in the 1930s. Historical character and charm abound in #147 and ten other Casita accommodations. No two Casitas are alike, but guests can expect to find features such as separate sitting areas with fireplaces, wood beamed ceilings, skylights, shutters, wet bars, and a courtyard setting with a semi-private whirlpool spa. Furniture, decorator touches and colors reflect the Inn's Arizona heritage.

Three other types of accommodations, ranging from spacious single rooms to multi-room suites, are also available. Seventeen Rancho guestrooms include sitting areas, wet bars, and patios with garden and desert views. Most Rancho rooms also feature beehive fireplaces.

Three Hacienda Suites feature living rooms with fireplaces; cathedral ceilings, French doors and king bedrooms adjoining hand-painted tiled bathrooms. Haciendas can adjoin a Casita on one or both sides to create a two- or three-bedroom suite.

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Four freestanding 1,550-square-foot Villa Suites are the Inn's largest and most luxurious accommodations. All offer large living rooms, fully equipped kitchens, dining areas, two bedrooms and two bathrooms. Special design features include wood-beamed cathedral ceilings, skylights, huge adobe fireplaces and wet bars.

The Hermosa Inn is tucked away in a quiet, upscale residential area in Scottsdale, and now serves as a delightful leisure retreat as well as a discrete, private meeting site for small groups who enjoy being treated with the importance of a large one.

Throughout the property, the Inn's historical and artistic roots are expressed with the use of adobe brick construction, wood beams, mesquite doors, hand-painted Mexican tile and unique decorative accents, and Megargee's own works of art including lithographs, sketches, posters and oil paintings.

Desert gardens, flower-lined stone paths and picturesque lawns and patios with wood burning fireplaces, stone fountains, and wrought-iron chimineas, offer views of Camelback Mountain and link the single-story guestroom buildings to the historic main building, which is home to the award-winning LON's *at the hermosa* restaurant and the Studio Bar; the rustic, yet luxurious conference and event rooms – the Stetson, Library and Boardroom – designed specifically for intimate gatherings; and a dramatic underground Wine Cellar.

Painstakingly restored to give guests an authentic sense of Arizona's Wild West cowboy era, The Hermosa Inn today is at once an historical landmark and an elegant retreat for business and pleasure. A member of Historic Hotels of America, the Inn provides quick and easy access to the Phoenix Sky Harbor International Airport, businesses, sports, shopping and recreational facilities of Phoenix/Scottsdale.

For information and reservations, please call 602-955-8614 or 800-241-1210, or visit www.hermosainn.com.

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